



Sunglasses in the Philippines

May 2024

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Sunglasses in the Philippines - Category analysis

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2024 DEVELOPMENTS

Revival of tourism spurs demand

Luxury brands remain popular, but local player Sunnies continues to attract the attention of mass consumers

Retailers adapt to changing consumer preferences

PROSPECTS AND OPPORTUNITIES

Rising levels of affluence will lead to shift towards luxury brands, while retailers will focus on experiential store designs in areas frequented by high-income consumers

Players will continue to drive growth through technological innovation, with mineral glass, polarised lenses and customisable frames being key trends

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